



JULIE LASSA

STATE SENATOR

Assembly Committee on Colleges and Universities
Wednesday, February 24, 2010
10:00 AM
415 Northwest
State Capitol

Thank you Chairman Hixson and Committee Members for the opportunity to speak with you today about Senate Bill 121, which will create a "Career Conversations" pilot program.

Career Conversations will provide students in grades 7 through 12 with the opportunity to interact via webcams with individuals working in high wage/high demand jobs in Wisconsin. This program will help students learn about in-demand careers as well as what education or skills training potential employees need to perform these jobs. It will also give employers an important link to Wisconsin's future workforce.

The need for this program was highlighted earlier this week in an article in the *Green Bay Press Gazette*. Paul Rauscher, president of a manufacturing company in Brown County, was quoted as saying that he cannot find enough workers with the strong math and science preparation his company needs. The article says that the market for manufactured goods is increasing at 10 percent per year and manufacturers are concerned about a potential talent gap up and down the line in manufacturing, from welders to researchers. Over the next five years, up to half of manufacturing leadership will be turned over. Rauscher notes in the article that he is "hoping the high schools are getting the message." This legislation will help the schools get that message and pass it along to the students.

The Career Conversations pilot will be based on a successful program in North Dakota that brings representatives from high wage/high demand occupations directly into classrooms via webcam to interact with students to provide them and the adults who advise them with current information about careers that have a strong future in that state. These representatives explain to students what their careers entail, what education or skills training potential employees need, and what interests may lead students to pursue a particular career. The program encourages students to stay in North Dakota upon graduation and ensures that employers have the skilled workers they need to remain prosperous in the state.

The Wisconsin Career Conversations pilot program will incorporate many of the successful aspects of North Dakota's program, including the ability to broadcast to individual students or classrooms, with the option to record broadcasts and store them on sites for future viewing by interested parties, such as students' parents. The program will also require an evaluation of the effectiveness of the pilot that will be submitted to the appropriate standing committees of the

legislature, the Department of Public Instruction, the Department of Workforce Development, and the Department of Commerce.

I thought you may find it helpful to view a few previews of the "conversations" in North Dakota, so I have provided some websites that you may wish to view later:

http://www.youtube.com/watch?v=NiWFSp2_jDA
<http://www.workforce.nd.gov/programs/career-promotion/career-conversations/>
<http://www.youtube.com/watch?v=3yw3UG7FdDg>
http://www.youtube.com/watch?v=48WCWf09eX8&feature=player_embedded

Our Career Conversations pilot would be housed in *WISCareers*, a career information website run by the Center for Education and Work at UW-Madison's School of Education. The *WISCareers* website aligns individuals with education and work through comprehensive career development and job-seeking services. Due to its existing collaborations with employers and schools, along with its technological capabilities, *WISCareers* has the ability to integrate Career Conversations into its current website.

Career Conversations is a simple way to better inform students, teachers, and parents about jobs and careers that have a promising future in our state by allowing them to go right to the employers for this information and does so in a way that does not pose a financial burden on our schools or state agencies.

Again, thank you for your consideration of this legislation. I would be happy to answer any questions you may have.

THE CENTER ON
EDUCATION AND WORK

Career Conversations

Senate Bill 121



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University of Wisconsin - Madison



Center on Education and Work



Who We Are...

The Center on Education and Work (CEW) is a research, technical assistance, and resources provider within the School of Education at the University of Wisconsin-Madison. Established in 1964, the Center has a rich tradition of assisting educators and career development practitioners with program evaluation, qualitative and quantitative research, professional development training, and career resources.

Through its work, the Center seeks to enhance the quality of career-related learning and outcomes for all youth and adults, including those with disabilities or other factors that challenge performance and success.

Mission and 2005-2010 Strategic Priorities

HISTORY
SCOTT D'AMICO
FUTURE PERSPECTIVES
LEADERSHIP
ANNUAL REPORTS

Research, Evaluation & Policy Analysis

Center staff demonstrate expertise in both qualitative and quantitative research encompassing a wide range of designs and ranging from case studies to multi-site empirical research. Areas of focus include career and technical education, school-to-work transitions, advanced placement, math and science education, and secondary school reform.

Center staff also conduct both small-scale and large-scale multi-site program evaluations. Evaluation designs include Stufflebeam's CIPP model as well as other approaches appropriate to specific program evaluations. Current and completed large-scale evaluations include the Wisconsin State Improvement Grant, the Advanced Placement Expansion Project, and the Wisconsin Youth Apprenticeship program.

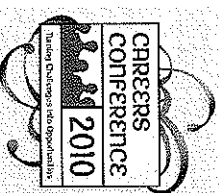
Research Reports and Guidebooks

Wisconsin Careers

Wisconsin Careers has a 30-year history of providing career development

SPOTLIGHT on:

View Careers Conference
Featured Speaker
Presentations Online



These 7 sessions represent the outstanding learning opportunities at Careers Conference 2010.

News and Events

(Archived)
IITEST Project Briefing
For IITEST Project Briefing
Session Participants (1/19
and 2/1)
Click here to download the
PDF
Click here to download the
full



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WISCareers

WISCareers *An engaging approach to career development and job seeking*

[Create](#) [About Us](#)

Welcome to WISCareers

With over 32 years of experience developing career information systems, longer than any other company or organization in the world, WISCareers goes above and beyond. Designed with a Wisconsin focus, WISCareers is available to you anytime, anywhere. Learn more about WISCareers.

Individual Subscriptions now available for \$19.95/year. Join the thousands of students and job-seekers getting results today!
Subscribe Now

Take a Guest Tour

[High School Site](#)
[Professional Site](#)
[Middle School Site](#)
[Adult/Client Site](#)

Login to my WISCareers account

Username:
Password:

At a new location?
Forgot your username or password?

New user? Activate my account
If this is your first time using WISCareers, you are required to enter a registration code.

[Financial Aid Information Workbook](#) (23 kb pdf)



WISCONSIN
careers

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Middle School Career Planning Resource

[Assessments](#)
[Occupations](#)
[Explore More](#)
[Planning](#)

[LP](#)
[opinions](#)

[Christopher East](#) | [Logout](#)


[English](#)
[Spanish](#)
[All Areas](#)

Check It out!

We welcome back. On your first visit you looked at information on Office Machine Technicians. You may also find these occupations interesting:

- Avionics Technicians
- Central Office Technicians
- Electric Motor Technicians

More occupations...



Christopher East
Wisconsin High School
AVID ELECTRONICS

Find Captain Career
Look for the Captain Career logo on your school's website.

Who's in?
1131 people are currently logged in to WISCareers

Occupation Spotlight


It's business your favorite section of the newspaper? Do you think that Wall Street is the most interesting part of New York? If so, stop looking at the paper! You're interested in the financial career cluster.

- Economists
- Financial Analysts
- Financial Institution Managers

HOT Jobs!

- Home Health Aides
- Paratransit
- Medical Laboratory Technicians
- Podiatric Assistants

more hot jobs...





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Wisconsin Employers

WISCareers

Christopher East | professional site
IL Portfolio | log out

Assessments | Occupations | Education | Job Seeking | Budgeting | Planning

Employers

Accountants

Other titles used for this occupation

Certified Public Accountants
Systems Accountants
Tax Accountants

WC Connection Employers

WC connection

American Family Insurance Company (Madison)
American Gilt (Madison)
BeltKaukauna U.S.A. (Little Chute)
Cumberland Memorial Hospital, Inc. (Cumberland)
Equitable Reserve Association (Neenah)
Galloway Company (Neenah)
Green Bay Area Chamber of Commerce (Green Bay)
Green Bay Metropolitan Sewerage District (Green Bay)
Green Bay Press Gazette (Green Bay)
Herzing College (Madison)
Jewelers Mutual Insurance Company (Neenah)
Lakewood Medical Center (Price Lake)
Lammer's Food Fest (Menomonee)
Miller Electric Manufacturing Company (Appleton)
Miron Construction Company, Inc. (Neenah)
Northeast Wisconsin Technical College (Green Bay)
Parker Companies, Inc. (Menomonee)
Placon Corporation (Madison)
Plastic Integrity, Inc. (Cross Plains)
Reed Center Chiropractic (Menomonee)
SECURA Insurance Company (Appleton)
Standard Electric Supply Company (Milwaukee)
The Payroll Company (Madison)
University of Wisconsin - Green Bay (Green Bay)
UW Medical Foundation (Madison)
Vets Plus, Inc. (Kropp)
Wells Fargo Bank (Green Bay)
WE-ST. Joseph Credit Union (Menomonee)
Wisconsin Public Service Corp. (Green Bay)



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Employer Information

WISCareers

Christopher East | professional site
ILP/Portfolio Logout

Assessments | Occupations | Education | Job Seeking | Budgeting | Planning

Return to employers
info on the occupation

WC-Connection Employer
Miron Construction Company, Inc.



General Information
1471 McManon Drive
P.O. Box 509
Neenah, Wisconsin 54956
tel: (920) 969-7050
fax: (920) 969-7396

www.mironcous.com

Additional Locations
Cedar Rapids, Iowa
Wausau, Wisconsin

Company Size: 1000+

Company Description
Miron Construction Company, Incorporated (inc.) has been providing professional construction services to clients throughout the State of Wisconsin, Northeastern Minnesota and Iowa, and Upper Michigan for the past 87 years and has approximately 1,000 state-wide employees. Miron Construction is currently listed as 123rd among all general contractors in the United States, based on sales and revenue figures for 2004, by Engineering News-Record. Another industry publication, Midwest Construction, ranks Miron as one of Wisconsin's largest general contractors, as well as the ninth largest general contractor in the Midwest.

Related Industry Classification(s)
Commercial and Institutional Building Construction
Industrial Building Construction

Positions That Are Frequently Open (1 or more per year)
Bricklayers
Carpenters
Cement Masons
Construction Laborers
Millwrights



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Educator Volunteer Resources

[WISCareers](#)

[My Account Logout](#)
[Middle School's](#)
[High School's](#)

[How to Create an Account](#)
[Training and Webinars](#)
[WISCareers in the classroom](#)
[Classroom Activities](#)
[Classroom Activities Downloadable](#)
[WC Connection Volunteer Exchange](#)
[Webinars](#)
[Professional Development](#)
[Site Support](#)
[Frequently Asked Questions](#)
[WISCareers Usage Reports](#)
[Access Student IL Portfolio](#)
[Message Board](#)
[Tools for the Administrator](#)

[catalog](#)

WISCareers in the Classroom

WC Connection Volunteer Exchange

Instructions:
Select the type of activity for which a volunteer is needed
Review the List of potential volunteers
Use the pre-prepared email to contact your choice.

Note: The current number of volunteers is listed after each activity. Click here for more information on this new feature.

Activities

Business Education	Business Work-Based Learning
Guest Speaker - Classroom/Auditorium (41)	Youth Apprenticeship (10)
Guest Speaker - Community Event (9)	Skill Standard Certified Cooperative Education (1)
Guest Speaker - Career Day/Career Expo (27)	Cooperative Education (1)
Mentors/Tutors (4)	Volunteer Work Experiences (3)
Readers (2)	Service Learning (2)
School Volunteers (3)	Job Shadowing (17)
Business Site Tours (24)	



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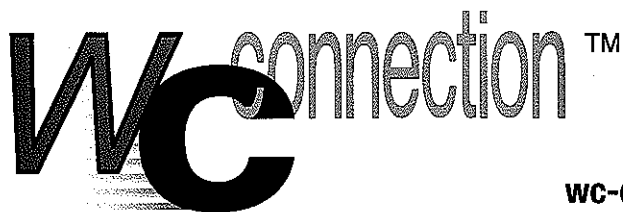
The North Dakota Program

North Dakota Career Conversations

- Students and Business connecting using technology
- Application: School and Business Speaker
- Pre Survey and Post Survey for the student



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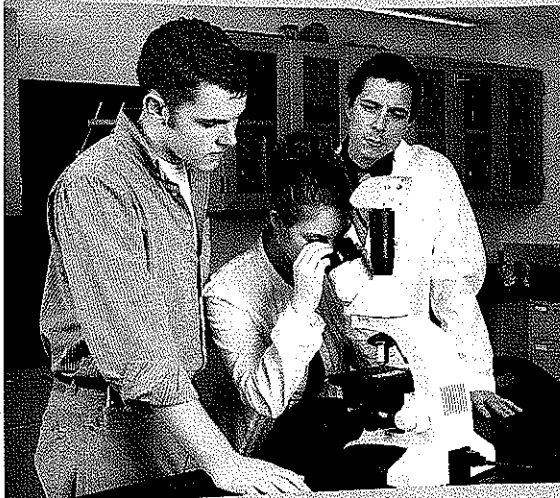
wc-connection.org

You SHOW us your business....

Through the WC-Connection you tell us all about your business.

- Contact information
- Company description
- Website address and link to your job postings
- Soft skills valued by your company
- Positions you hire frequently
- Human resources contact information
- Volunteer activities you're willing to do in your area

It's easy and it doesn't take much time



We TELL them all about it....

Through the *WISCareers* website thousands of students and job seekers in Wisconsin:

- See your business information
- Explore careers in Wisconsin
- Plan for their future

Plus educators in your area can easily view and take advantage of the volunteer activities you offer.

What is the *WISCareers* website?

WISCareers is a nationally recognized career information delivery system that serves thousands of students and adults annually. It includes comprehensive information on occupations and post-secondary schools and it offers extensive assistance with career development, career planning, financial planning, and job seeking.

TOGETHER we create a competitive Wisconsin

Why should you care?

- Reduce the "brain drain" in your community by educating individuals about the scope of potential jobs in their own backyard
- Give students and job seekers direct access to job listings on your website
- Expose hundreds of thousands of students and job seekers annually to your company and its mission
- Show your generosity and commitment to the community through volunteering
- Educate future employees about work habits and values that lead to success in the workplace...when individuals succeed, companies succeed

Go to WC-Connection.org and enter your business information now. It's FREE!



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